



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Mayor Chuck Reed

SUBJECT: SIGN CODE

DATE: May 29, 2014

APPROVED:

Chuck Reed

DATE:

5/29/14

RECOMMENDATION

Place an item on the June 10, 2014 City Council Agenda for Council to direct the City Manager to facilitate the installation of two mid-building signs on the River Park Towers II Office Tower located at 300 Park Avenue in Downtown San Jose.

BACKGROUND

300 Park Avenue is currently vacant. Over the past five years, the Mayor's Office, Councilmember Liccardo and the Office of Economic Development have worked closely with Legacy Partners – the property owner of the Downtown towers, to promote the building as an ideal location for expanding Silicon Valley companies. The opportunity to display one or more company names on the building has been a significant part of that pitch.

The Downtown Sign Zone provisions allow multiple signs on high rise office towers. Legacy Partners currently has no conceptual drawings that layout the size or dimensions of the signs. Therefore, it is not feasible to determine whether the signage meets the Sign Code provisions or not. To facilitate on-going efforts to lease part or all of the building, we should work with Legacy Partners and any prospective tenants to support their building signage needs.